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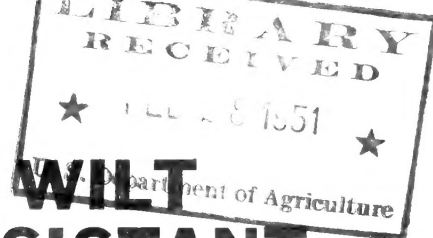
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1950 SEASON

COKER 100

**WILT
RESISTANT**

1949 REGISTERED BREEDER FOUNDATION STOCK



COKER'S PEDIGREED SEED COMPANY

Hartsville

**COKER'S
PEDIGREED
SEED**
BLOOD
WILL TELL

South Carolina

The South's Foremost Seed Breeders

COKER 100

'49 BREEDER FOUNDATION STOCK

The 1949 Breeder Foundation Stock of Coker 100 Wilt represents our very latest improvement in this strikingly good cotton. It is descended from the top few outstanding plant families that have demonstrated their superiority in production, wilt resistance, all round performance, and in producing the highest net dollars per acre. These superior characteristics have been proven in tests scientifically conducted by ourselves on wilt infested soils from the Carolinas through Mississippi and Arkansas, and have been substantiated by state and federal experiment stations.

ONLY BEST ARE SAVED

The plant families which go to make up our new Breeder Foundation Stock are the few surviving descendants from 25,000 to 30,000 outstanding plants, selected 5 years previously, that have stood at the top of our rigorous competitive tests on wilt and non-wilt soils—lines with the strongest fiber, highest lint percent, best production and widest adaptability.

Cotton breeding is a continuous process and the progress that is made varies in proportion to the richness of the material and the number of plant progenies that can be accurately tested and selected on a performance basis. Recognizing this, we test and evaluate thousands of good plant families of our Coker 100 Wilt blood line each year and only those of established merit and performance go into our Foundation Breeder Stock. In this rests your security.

3½ MILLION ACRES COKER 100 WILT

According to reports received from Extension Cotton Specialists, 3,172,000 acres were planted in our Coker 100 Wilt Resistant cotton in 1949 in North Carolina, South Carolina, Georgia, and Alabama alone.

PHOTO LEFT—Mechanical harvester picking in a 2 bale per acre field of Coker 100 Wilt cotton on Billups Plantation, Heathman, Mississippi. This crop, which was one of the most outstanding in the Mississippi Delta in 1949, was produced by Mr. J. C. Beard, Partner and Plantation Manager. Note clean picking job and low percent of loss. **BELOW LEFT**—This soil severely infested with Fusarium wilt is where our Coker 100 Wilt cotton has been bred and tested for wilt resistance for the past 17 years. Note badly wilted row of non-resistant cotton in center compared with rows of Coker 100 Wilt on each side. **BELOW RIGHT**—Another evidence of the extra early maturity—first 1949 bale on the Memphis Market was—you guessed it—COKER 100 WILT.



FIRST 1949 BALE

CONSIGNED TO
JOHN A. DUPRE & CO.

PRODUCED BY
S.E. SCOTT OF THE S.E. SCOTT
PLANTATION, LEXA & HELENA, ARK.

GINNED BY
WYCAMPOOR COOP. GIN CO.
WEST HELENA, ARK.

WEIGHT 535

SEED
COKER PEDIGREE 100-WILT

FREE STORAGE
FEDERAL COMPRESSION & WAREHOUSE CO.
AUCTION - 10 A.M. MON.

100 WILT RESISTANT

This represents slightly more than 60% of the total cotton acreage planted in those four states.

This year, for the first time, our supply of Coker 100 Wilt seed was large enough to enable us to offer a reasonable quantity to growers in the Central Cotton Belt, and a most satisfactory increase in acreage planted to our variety occurred this past season in the Mississippi Valley states, and in the high Plains and Rio Grande Valley of Texas. While we do not have official estimates of acreage by varieties covering these areas, we believe that a conservative estimate would be not less than half a million acres planted to Coker 100 Wilt.

The first bag of Coker 100 Wilt cotton seed was offered for planting in the spring of 1942. During the past eight planting seasons, this cotton has so well demonstrated its superiority that now more than 3½ million acres of it are planted.

EARLINESS AND PICKING QUALITIES

Coker 100 Wilt is not only an early fruiting cotton, it opens early and completes its opening from top to bottom of the plant in a remarkably short time. In this characteristic, farmers recognize an advantage in producing maximum yields during years when boll weevil damage is heavy and during seasons when early frost strikes.

The locks of the bolls, which open wide and fluffy, are easily engaged by the spindles of mechanical harvester and also make for ease and satisfaction of hand picking.

WILT RESISTANCE

Fusarium wilt now affects many thousands of acres in all of the principal cotton states east of New Mexico, and is spreading over new areas each year. This makes the planting of wilt resistant varieties increasingly important. Fortunately, we now have in our Coker 100 Wilt, a resistant variety which is performing equally well on wilt and non-wilt soils.

Alvernon Shannon of Lake Cormorant (De Soto County), Mississippi, proudly inspecting a bale and a half per acre field of Coker 100 Wilt cotton which he produced in spite of most severe weevil infestation that area has experienced in many years.

STAPLE LENGTH

On average soils in average seasons, Coker 100 Wilt produces a staple of 1½" to 1¾" while on heavy, fertile soils, such as those in the Mississippi Delta, it grows somewhat longer.

As a result of a five-year testing program in which thousands of selections of this cotton have been tested at Government Fiber and Spinning Laboratories for strength, fineness, uniformity and spinning quality, our 1949 Breeder Stock has the most superior fiber of any we have yet offered. It has been bred to meet the exacting requirements of cotton manufacturers and cotton buyers whose preference for this variety has afforded growers a better market for their lint.

MAKES COTTON

When all is said and done, the Number One quality which a cotton must have and without which all others are of little advantage, is the ability to produce maximum yields of lint cotton per acre. Coker 100 Wilt has this ability as has been proven on thousands of farms throughout the cotton belt and in farmer conducted growing contests. In twenty-seven 5-acre statewide cotton contests, Coker 100 Wilt has won first place twenty-six times.

PRICES REDUCED FOR '49 BREEDER STOCK

In spite of the fact that our supply of Breeder Foundation Stock Coker 100 Wilt seed will be considerably smaller than last season, we have decided to substantially reduce the price of our seed. We are largely confining our efforts to one variety of cotton, and recently we have completed installation of the latest and most modern equipment for storing, cooling and processing our seed. As a result, we are able to produce and process our seed at a lower cost. Recognizing the fact that our customers will have less money because of greater production costs, lower yields and lower prices for their crop, we are glad to pass along to them a share of this saving in reduced prices on our Breeder Foundation Stock seed.



COTTON

DESCRIPTION

PLANT—Erect, semi-determinate in type. Vigorous with more erect, well spaced fruiting branches.

FOLIAGE—Thin, with deeply lobed, medium sized leaves.

SEASON—Very early.

BOLLS—Round ovate, slightly pointed, 70 to 72 to pound, open extremely wide and fluff beautifully, yet storm resistant.

***LINT LENGTH**— $1\frac{1}{32}$ " to $1\frac{3}{32}$ " or longer, under good conditions.

***LINT PER CENT**—37% to 39%.

CHARACTER—Excellent, uniform, strong.

PRODUCTION—High.

WILT RESISTANCE—High resistance to Fusarium and tolerant, though not resistant to Verticillium. See important note on back page.

PICKING QUALITY—The best. Has proven to be especially well suited for mechanical harvesting as well as hand picking.

* This description is written to cover the expected performance of Coker 100 Wilt cotton under average conditions throughout the cotton belt. When planted on fertile soils, such as those of the Mississippi River Valley, this cotton normally produces a longer staple and slightly lower turnout.

PRICES MACHINE DELINTED SEED

Coker 100 Wilt, 1949 Breeder Foundation Stock
\$10.75 per 100 lb bag, \$195.00 per ton.

PRICES ACID DELINTED SEED

Coker 100 Wilt, 1949 Breeder Foundation Stock
\$10.75 per 50 lb bag, \$390.00 per ton.

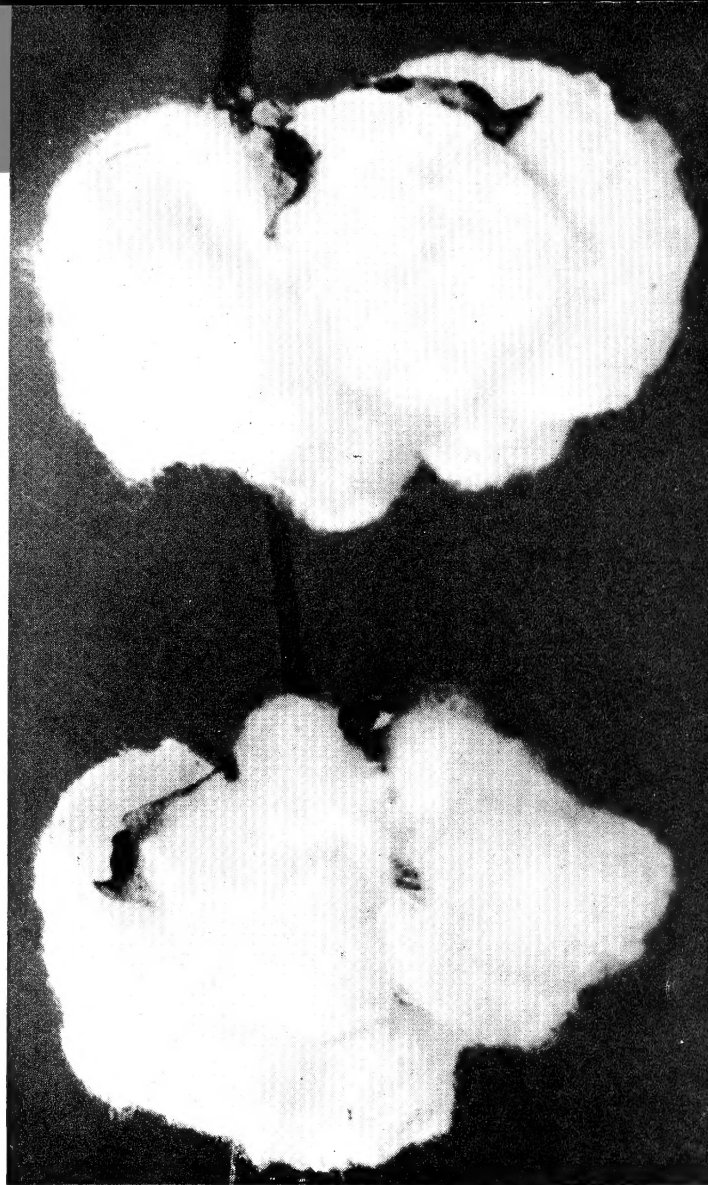
DISCOUNTS

A discount of 50¢ per bag (\$10.00 per ton on machine delinted or \$20.00 per ton on acid delinted seed) will be allowed for authorization to ship order at shipper's convenience as soon as seed are processed and ready; provided order is shipped and/or paid for before January 1, 1950.

Prices F.O.B. Hartsville, S. C., Memphis, Tenn., and Leachville, Ark.

ALL SEED TREATED WITH CERESAN

BELOW—H. E. Bonds of Route 1, Concord, North Carolina, produced these 14 bales of Coker 100 Wilt cotton on 5 acres to win first prize in the 1947 5-acre cotton contest. His son shown here helped with the crop. Mr. Bond's official record per acre was 1399 pounds of lint. PHOTO ON RIGHT illustrates wide, fluffy opening of bolls of Coker 100 Wilt cotton.



COKER 100 W.R.

"Pays Off"

FIRST IN NORTH CAROLINA

Walter Bender (left) of Route 2, Norlina, N. C., winner in the 1948 North Carolina 5-acre cotton contest, receiving his \$800 check for first prize money from Dr. D. S. Weaver, Assistant Director of Extension.

This 25-year-old Warren County farmer used Coker 100 Cotton to produce 7150 pounds of lint on 5 acres, with an average staple length of $1\frac{1}{16}$ " to win out over 450 other farmers who competed for prize money in the 1948 contest.

"Your Coker 100 Cotton has been grown on our farm for the past fifteen years, and we have found it to be very satisfactory in all respects. This past season my five-acre plot averaged 1430 pounds of lint per acre with a staple of $1\frac{1}{16}$ inches . . ."

Norlina, N. C.

WALTER J. BENDER

Feb. 10, 1949



FIRST IN SOUTH CAROLINA

Mr. J. L. O'Cain of Orangeburg, South Carolina, won top prize in the 1948 South Carolina 5-acre cotton contest with a yield of 7250 pounds of lint cotton on his 5-acre plot or an average of 1450 pounds of lint, or almost 3 bales per acre. Mr. O'Cain has been planting Coker 100 Wilt since it was first introduced in 1942.

"I have been planting Coker 100 Wilt since you first introduced this variety and it has proved to be the best cotton I have ever planted. This season I plan to use Coker 100 Wilt again for my entire crop. Your cotton produces a good staple, high gin turn-out, and is very easy to pick . . ."

Orangeburg, S. C.

J. L. O'CAIN

Feb. 7, 1949



FIRST IN GEORGIA

J. W. Trunnelle of Cochran, Bleckley County, Georgia, has just received his check for \$500 for winning first state prize in the 1948 Georgia 5-acre cotton contest. As any good husband should do, he is turning this check over to Mrs. Trunnelle.

Mr. Trunnelle's yield of 16,912 pounds seed cotton on 5 acres or 2.66 bales per acre made him Georgia's champion grower of 1948.

"I have not found any variety, in my opinion, that will equal Coker's seed in production and the other desirable characteristics of cotton . . ."

Cochran, Ga.

J. W. TRUNNELLE

Jan. 15, 1949



IMPORTANT NOTE ON NEMATODE INJURY AND COTTON WILT

During the early and middle part of the 1949 cotton growing season, we received reports from farmers that their cotton was dying from wilt. We sent one of our plant disease specialists to examine the fields where damage had been reported, and found that the trouble was caused by root knot and meadow nematode injury instead of wilt.

The unusually warm weather during the last winter accounted, in a large measure, for earlier, more vigorous nematode activity. These small, eel-like worms, about one-fiftieth inch long, feed on and burrow into the roots of cotton, and most of the other field crops, interfering with the taking-up of water and fertilizer from the soil, and the movement of these materials in the roots and up the stems of plants to the leaves where they are used in the manufacture of food for the plant to thrive and grow. As a result of nematode injury, plants are stunted and sometimes killed and yield and quality of cotton reduced.

Nematode infestation may be greatly reduced by crop rotation and use of a non-susceptible crop such as crotonaria, early destruction of stalks by plowing under and the use of chemical soil treatments.

FUSARIUM WILT is widely distributed throughout the cotton belt from Texas and Oklahoma eastward, and is particularly severe in the sandy or light, acid soils of the Coastal Plain that are especially deficient in potash. Diseased plants may be recognized by the stunted, yellow appearance accompanied by dying of the leaves which usually starts toward the top and continues downward. A brownish discoloration is observed when the bark of diseased plants is peeled back, and dark streaks are seen in the woody part throughout root and stem.

VERTICILLIUM WILT usually prefers alkaline soils, and its damage is more in evidence during and immediately following a cool, rainy season. Field symptoms are similar to those of Fusarium wilt, and laboratory study is usually necessary to differentiate the two.

Our Coker 100 Wilt Resistant cotton has been bred to produce maximum yield on soils infested with Fusarium wilt, and it has some tolerance to Verticillium wilt. However, due to the development of apparently new races of wilt, complicated by adverse seasonal conditions, improper fertilization and the presence in many instances of nematodes, no conscientious breeder can guarantee any wilt resistant cotton to survive 100% on any wilt infested soils.

RED HEART TRADE MARK ON ALL BAGS OF GENUINE COKER'S PEDIGREED SEED

Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our registered Red Heart Trade Mark. Each bag also bears our O.K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O.K. tag under seal and our Red Heart Trade Mark. Protect yourself by insisting upon having only seed bearing our official O.K. tag and registered Trade Mark.

OUR RESPONSIBILITY

Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed.

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

COKER-WILDS LONG STAPLE SOLD OUT

At the time this catalog went to press, October, 1949, our limited supply of 1949 Breeder Stock Wilds cotton seed was completely sold out.

COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



THE GUARANTEE OF QUALITY

1950 Season

COKER COTTONS

